



Conscious Inspired Living

An Interactive Magazine that Speaks to your Soul.

It's not about money. It's about societal resonance.

If you follow my articles for Conscious Inspired Living Magazine, you'll know, I've written about I Jian Lin before, and I do have a bias, as I can't get enough of this loving man. Period. You'll see why as we discuss (or listen to him speak about) ethics, the new world, the future of humanity and how to ride the tsunami of shift happening now.

According to I Jian Lin, a new currency and a new society is taking shape, one that goes beyond money and takes individual and social empowerment to a new level. The two are intricately intertwined with business and ethics. At the forefront of this, is his foundation TRS (Total Role in Society) one purpose of which is to define the new world order and teach people how to be successful within it.

CIL: Tell me your thoughts on the new currency and where society and the Universe at large is headed:

I Jian Lin: We are entering a new world order. This is a period of dislocation, instability and reevaluation. Old assumptions are on trial. We are all searching for new models of understanding. Our world is in the midst of a phase transition – where things are happening simultaneously. Where the unimaginable happens. The evolution of social contract and search of continuity is played out against an exploding knowledge of economy where everything is up for grabs. Our historical precedence no longer holds. The lion is sleeping with the lamb. Affordability is married to luxury. 60 year-old women can have babies. The powerful are crumbling. We have been trained that there are certain boundaries and things continue in the direction they are going...Linearly...share of market movements. We learned about life like we learned chess – one move at a time, one opponent, slow and considered. Unfortunately, we are now in a three dimensional game, where more than one piece can move at a time. Our society needs new strategies, new tools, new measurements and ultimately new currencies.”

CIL: Okay, so we are now playing three-dimensional chess where, spirits and souls, nature, business, life and love move simultaneously. What and where are the dimensions in which we are playing?

Lin: In addition to normal competitive game in our lives and business, there are three new dimensions we have to consider. Whether we like it or not, we have all entered into a new social contract. We are organizing around and operating within an induced-experience, knowledge-based society. We are in real time and are subject to real-speak, where our words and actions are under intense scrutiny. This

new social contract is a result of the rising expectation of today's society joined with an escalating ethical debate. People want more. We want to feel good about what we buy. We want to feel good about the company we support. We want to feel good about the community we live within, those we work for, and those we buy from. That's in return for our loyalty and commitment, of course. We want to be treated fairly. We want to know the truth.

The admiration and respect, which success brought, in of itself, is now coupled with increased responsibility. The police force, our priests and even our families have let us down. We are looking to our communities and citizens to fill the gap, helping the disadvantaged, safeguarding civilizations in the world.

There are no simple transactions. Society uses a mix of criteria, the combination of economic offerings and social deterioration has forced citizens and communities to consider the cost and benefits of their interactions. Stakeholders of our society have become increasingly adept at balancing personal motivations and social responsibility.

The next dimension reflects how we live in the knowledge-based society. We are no longer being controlled. We are all dependent on a widening circle of our accomplishments. Relationships have become as critical as raw materials, or new machine tools. There is no turning back. We must empower our citizens with innovation, power, and we have given them a voice. We have invited suppliers, distributors, competitors, families and friends into the "life process" as our biologically and interconnected partners, linking our futures together. They are not going away. There is no turning back.

The final dimension is the collapse of space and time. Innovation and technology have also erased the boundaries between actions and words, organizations and communities are transparent, business is news. Information moves to quickly across boundaries and between people and society. It travels the world in a second. Auto industry collapses, banks going bankrupt, young mothers giving birth to octoplets and the first African American president in the United States. Life cycles are over too quickly, unless patent protected like a new pharmaceutical. A company and innovation can only count on 3 months in technology, but longer in durable goods and definitely shorter in politics. The premium price umbrella has collapsed. Products are at parody. Speed is of the essence. Citizens of the world are looking for new points of differentiation. It may be what you do, what you value and how you behave.

CIL: How do people and business differentiate themselves in this new multi-dimensional, timeless world?

Lin: Once upon a time, a point of difference could be manufactured. Perception could be magnified. It is going to become harder. People don't listen. People don't believe. Companies and leaders have many voices. Credibility and integrity are the

exception. This new multi-dimensional and biologically interconnected world requires a revisioning of old paradigms. Tools are aging and in some case may be destructive.

Standards and rules of our society assume that government can predict the range of decisions, which citizens encounter. Traditionally, the goal has always been to win. It is harder to do this alone. The question we must ask becomes: how can an individual and organization define their role in society? How can a community support adaptability? What are survival-enhancing capabilities? How can communities ensure maximum contribution from relationships? How can governments get its citizens to believe in them? How can in all of this, competing stakeholders be balanced?

Of course, like a good master teacher, Lin leaves us to ponder these questions and define for ourselves what works for us as tiny but intricately designed players that fit into this all-powerful Universe giving us the power to find our multidimensional purposes and play them out.

For more information on I Jian Lin, go to <http://www.brandintent.com> or <http://www.TRSEFoundation.org/blog/> Lin's foundation, TRS provided the solution to the BP oil spill. Currently, they are working with the Japanese on the nuclear disaster.

